

FOR IMMEDIATE RELEASE

CHINESE TEA: YESTERDAY AND TODAY

Discover the Traditional Treasures and the Hippest Sips of Tea in Chinatown

NEW YORK, NY – Chinatown is a haven for the largest varieties of tea that can be found in New York. Whether a novice or a connoisseur when it comes to tea, there is a taste for everyone in Chinatown’s broad range of tea houses, cafés, and specialty tea shops. Take the time to stroll into one of these establishments and sip on tea ranging from traditional green teas to trendy tapioca bubble teas. More recently, a new wave of tea drinkers has emerged. Young and hip, this new crowd has a high-demand for exotic spiced teas, fruit-infused choices, and tapioca bubble teas.

Tea houses are an integral part of everyday life for the Chinese, and in Chinatown, they offer visitors a place to relax and re-charge after a day of walking and shopping. Discover a fusion of new and old at tea houses that offer both traditional Chinese tea and fun-to-drink tapioca bubble teas. Try different varieties of tea and enjoy a snack at the same time. Ideal tea houses and cafés to rest one’s feet or converse with friends in the area:

- **Silk Road Mocha** – 30 Mott Street, Tel: 212-566-3738 – paying tribute to both its Italian and Chinese history, visitors can sip one of Silk Road’s popular frothy tapioca bubble teas or enjoy an aromatic espresso
- **Nom Wah Tea Parlor** - 13 Doyers Street, Tel: 212-962-6047 – their specialty is traditional oolong tea
- **Green Tea Café** – 45 Mott Street, Tel: 212-693-2888 – sip their excellent green tea and tapioca bubble tea and munch on delightful Chinese snacks
- **Tea & Tea** – 51 Mott Street, Tel: 212-766-9889 – offers an array of teas including: tapioca bubble tea, Japanese green tea, red tea, and Chinese jasmine tea

-more-

- **Ten Ren's Tea Time** – 79 Mott Street, Tel: 212-732-7178 – trendy and traditional intertwine at this tea house, which boasts 100 flavors of tapioca bubble tea and also serves time-honored green tea, black tea, and oolong tea. Food made with tea ingredients is also served here, and delectable menu items include: beef in a green tea broth served with green tea noodles and a flavorful tea gelatin dessert.

Where to Buy Tea in Chinatown:

- **Ten Ren's Tea & Ginseng Co.** - 75 Mott Street, Tel: 212-732-7525 – New York's largest and most comprehensive tea center founded by Mark Lii, whose Taiwanese family has been in the tea business for eight generations. Customers can shop for premium-quality green and black teas. They sell traditional loose tea leaves, tea bags, artisan-produced tea accessories, and ginseng. On some occasions visitors can even partake in a tea-serving demonstration and become educated on the traditions and customs associated with serving tea.
- **Kam Man Market** – 200 Canal Street, Tel: 212-571-0330 – A Chinese supermarket that carries a wide array of Chinese food products, including an extensive tea selection.

Since ancient times, tea has been one of China's most important exports to the world, along with silk and porcelain. All tea plants originate from China even though tea is grown in countries throughout the world today. Legend holds that tea was discovered by accident by Chinese Emperor Sh'eng Nung in 2737 BC when some leaves inadvertently fell into a pot of boiling water. Intrigued by the fragrance, he drank the leafy brew. The first written documentation that mentions tea can be traced to the 3rd century BC when a distinguished Chinese surgeon recommended it for boosting alertness. It is thought that in the early 17th century, either the Dutch or the Portuguese were responsible for bringing the first chest of Chinese tea to Europe. Since then, tea has become a leading beverage of choice worldwide.

Today tea has a wider following than ever before in part due to modern scientific findings that have espoused the health benefits of tea. Whether green, black, scented, or oolong, tea contains much less caffeine than coffee and none of the sugar of cocoa drinks. Analysis and hard data have also shown that regular tea consumption can lower the risk of heart disease and cancer. Findings show as well that tea lowers cholesterol, green tea, particularly which contains many antioxidants and are richer in these compounds than most fruits and vegetables.

The beneficial health benefits of Chinese teas is well-documented by many leading researchers. Furthermore, drinking tea is anti-inflammatory and benefits bone-density as well. To encourage young people to appreciate the health benefits of tea, Chinatown New York City's tea houses offer *chai* and tapioca bubble tea options, which are highly popular amongst the younger generation.

Guide to Tea Terminology:

Black tea – also known as red tea (*hong cha*) in China; fermented tea with a stronger fragrance than green tea

Brick tea – tea composed of black or green tea that is compressed into brick shapes for easy transportation; the most famous brick tea is Pu'er made in the Yunnan province

Cha – the word for tea in Chinese

Chai – the word for tea in Arabic

Flush – term for new tea shoots

Green tea – the oldest type of tea, has a natural fragrance and is baked immediately after picking. It is considered to be very healthy and contains a high amount of antioxidants

Oolong tea – a green-black tea, it is partially fermented green tea and combines the freshness of green tea and the aromatic fragrance of black tea. Fujian, Guangdong and Taiwan are the main producers of oolong tea

Scented tea – a mixture of green tea with flower petals of jasmine, rose, orchid, and plum combined in an elaborate process; of these types, jasmine tea is the most common

Tapioca bubble tea - popular with young people today, this drink is made with tea, milk, black tapioca pearls (bubbles), and can contain infused fruit flavors. This hip sip is gulped through a wide straw

Tea plant (*camellia sinensis*) – a flowering shrub; all tea comes from variations of this plant

White tea – a rare tea since it is only harvested for a few days out of the year, this type of tea is composed only of the buds from a rare variety of the tea plant

About Chinatown New York City

Chinatown New York City, combines authentic Asian-American culture with the energy and influence of the most exciting city in the world. With over 200 restaurants, numerous Asian bakeries and tea houses, jewelry shops, arts and antique stores, an active nightlife and dozens of cultural attractions and landmarks, Chinatown stands as a world within a city. Whether dining, shopping, or strolling down the charming, narrow streets, visitors to New York City's Chinatown will find virtually limitless the opportunities for new experiences and added insight.

Located on the east side of Lower Manhattan, Chinatown New York City is the largest in the United States. The neighborhood has been growing steadily since the mid-1800s, and today stands as a vibrant community offering the opportunity to enjoy and explore Asian-American culture. Chinatown New York City is easily accessible via many New York City MTA subways and buses, as well as several convenient area parking garages. For more information, visit www.explorechinatown.com.

Note to editors: NYC & Company, the city's official tourism marketing organization, is a private, membership-based non-profit dedicated to building New York City's economy and positive image through tourism and convention development, major events and the marketing of the city on a worldwide basis.

NOTE: You are receiving this message because your name and contact information was provided to M. Silver Associates by an authorized media database, source and/or you have requested to receive communications from us. To unsubscribe, please click here: unsubscribe@msilver-pr.com. Please allow 24 hours for updates.

####